

## California Latino 5 a Day Campaign Workplan Form

Region: Riverside

Workplan Period: **Planning Period**

Outreach Channel: Festivals

**Goal(s): 1) Identify 2-3 large-sized festivals (20,000+ participants) and 2-3 medium-sized festivals (10,000+ participants) across Riverside county that are culturally relevant and will serve as effective venues for reaching Latino adults with the fruit and vegetable and physical activity messages. 2) To cultivate relationships with festival organizers and sponsors and inform them of the importance of supporting the *Latino 5 a Day Campaign*.**

Target of Proposed Activity	Activity/Methods	Sphere of Influence Addressed	Evaluation Measures	Timeframe	Current Status	Remarks
Festivals that cater to Latino adults and their families	Identify 2-3 large Latino oriented festivals (20,000+ participants) and 2 - 3 medium-sized Latino oriented festivals (10,000+ participants) in Riverside County	Individual, Interpersonal	Provide Lead Agency with tracking form.	15-Mar-03	Not Started	Riverside County Health Services Agency staff
Festival sponsors and organizers	Act as liaison to Lead Agency in establishing formal relationships with festival organizers and sponsors from Riverside County, and inform them of the opportunity of partnering with the Campaign. Invite/encourage them to participate in the regional coalition	Organizational/ Institutional	# and type of contacts; Provide Lead Agency with tracking form.	Jan 1- Mar 31	Not Started	Riverside County Health Services Agency staff
Festivals that cater to Latino adults and their families	Participate with Lead Agency in the process of booking/reserving/securing space at 2 - 3 large festivals (20,000+ participants) in Riverside County. 1. By providing Lead Agency w/ festival tracking form and; 2. Brief description of festivals	Individual, Interpersonal	# and type of contacts; Provide Lead Agency with tracking form.	15-Mar-03	Not Started	Riverside County Health Services Agency staff

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Target of Proposed Activity	Activity/Methods	Sphere of Influence Addressed	Evaluation Measures	Timeframe	Current Status	Remarks
Festivals that cater to Latino adults and their families	Participate with Lead Agency in the process of booking/reserving/securing space at 2 medium- sized festivals (10,000+ participants) across Riverside County. 1. By providing Lead Agency w/ festival tracking form and; 2. By providing a brief description of the festival	Individual, Interpersonal	# and type of contacts; Provide Lead Agency with tracking form.	15-Mar-03	Not Started	Riverside County Health Services Agency staff